

LEO BURNETT U.S.A.

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# Old Brands Not Missed.

—National Smoker Study

## Research shows 14 out of 15 MERIT smokers not looking back.

Low tar MERIT has proven that it delivers the flavor of high tar brands—but can it satisfy smokers long-term? A nationwide research effort confirms it.

**Confirmed:** 85% of MERIT smokers say it was an "easy switch" from high tar brands.

**Confirmed:** 9 out of 10 MERIT smokers not considering other brands.

**Confirmed:** Overwhelming majority of MERIT smokers say their former high tar brands weren't missed!

And in interviews conducted

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Kings, King "K", "Kings" nicotine = 100's: 11 mg "tar"  
0.7 mg nicotine av. per cigarette, FTC Report May '79

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous To Your Health.



among thousands of smokers:

**Confirmed:** Majority of smokers rate MERIT taste equal to—or better than—leading high tar cigarettes tested! Cigarettes having up to twice the tar

**Confirmed:** Majority of smokers confirm taste satisfaction of low tar MERIT. This ability to satisfy former high tar smokers over a long period of time could be the most important evidence to date that MERIT is the first real taste alternative for high tar smokers.

**MERIT**  
Kings & 100's



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